

Canuck Press Co-Op With Show Biz



By JAY L. SMITH

There was a record turnout for the Third Annual Canadian Picture Pioneers Golf Tournament, held at St. Andrew Golf Club, Toronto, last Thursday. 300 tickets were printed for the event, and the last report we had, all 300 tickets were sold. In addition, over 150 golfers actually teed off in the tournament, which is more than double last year's number. The Committee, headed by Dan Krendel as co-ordinator, did a terrific job, and credit for the spectacular success of the tournament must go to Dan and his able assistants.

An innovation this year was the Gin Rummy Tournament, which was a howling success. Walter Kennedy and Jack Fine acted as starters, umpires and mediators for the Gin Rummy session, and really had their hands full. However, they did a masterful job, and the final match between Dave Romberg and Lionel Lester just before the dinner bell sounded, was before a gallery of over 100.

An even more startling innovation, albeit an involuntary one, was the absence of any alcoholic beverages, an unheard of situation for a film industry party. Due to St. Andrews Golf Club losing their license just the week before, nothing stronger than coffee was available, but thanks to the generosity of the Coca Cola and Pepsi Cola people, free Cokes, Pepsis and Shopsy's were handed out to the thirsty golfers and others. Although some missed the stronger libations, many remarked that it was the most orderly film event they had ever attended, and certainly the quality of the golf was improved by the lack of artificial stimulants.

However, one thirsty wag was heard to remark that he was going

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Telegram's Ken Johnson To Tour British Film Studios In September

1954 has seen a new upsurge in joint cooperation between Canadian newspapers and the motion picture industry and is currently emphasized by the trip to England in early September of the Toronto Telegram's movie reviewer, Ken Johnson. Mr. Johnson will visit JARO's Pine-wood and Sir Michael Balcon's Ealing Studios as well as other major British studios, and in his own words, "find out how they go about creating such recent notable successes as Hobson's Choice and The Kidnappers . . . and I'll be hob-nobbing with such stars as

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Astral To Handle Goldwyn Re-Issues

Astral Films of Canada has obtained the re-issue rights for a number of Samuel Goldwyn productions including "Dead End," "The Westerners," etc. Originally

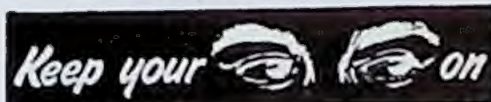
(Continued on Page 13)

The "Heart Club of Montreal" Forerunner Of New Variety Tent

Montreal's showbusiness united and presented a gala benefit night at the Amherst Theatre August 5th, in aid of Andre Schrijvershof, Dutch immigrant boy who lost both legs when pinned to the wall of his apartment by an automobile, and raised close to \$10,000.

The active participation of Jack Chisholm, at one time Chief Barker of Variety Club, Tent 28, Toronto and Raymond Allen, a former

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KEN JOHNSON
(See Page 3)

Pola-Lite Schedules Five Productions

Pola-Lite's 3-D demonstrations across Canada will take on added significance to exhibitors in light of the announcement that 3-D will be introduced in September (in the

(Continued on Page 12)

MPTAO—Toronto Film Board—Mavety Ready If Railways Strike

"In the event of a strike of railroad employees on or about August 15th, arrangements have been made with the Mavety Film Delivery for the shipment of films to various points in Ontario.

"Theatre depots have been established to which will be made film shipments for all theatres within a selected area of the depot designated. Please consult the list (page 6) for the depot that will supply your films.

"In order to facilitate a regular and orderly supply of films to all theatres, it will be necessary for

(Continued on Page 9)

THANKS!

The following provided the items that filled the bag given out at the Pioneer Golf Tournament.

The Borden Company, Limited
Imperial Tobacco Sales (of Canada) Limited
Joseph Price Sales Limited
O'Keefe's Brewing Company, Limited
Orange Crush Limited
Pepsi-Cola Company (of Canada) Limited
Shopsowitz Delicatessen
Silverwood Dairies Limited
Super-Pufft Popcorn Limited
Theatre Confections Limited

IFD To Re-Issue Duel In The Sun

According to information received from New York this week, International Film Distributors of Canada will handle the Canadian re-release of David O. Selznick's super-western, "Duel in the Sun." The New York report states the deal was made between Victor Hoare, Foreign General Manager for the Selznick Releasing Organ-

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Goldstein Company Continues With UA

Robert Goldstein and Robert I. Jacks, vice-president of Leonard Goldstein Productions announced that the late producer's company would continue to make films for United Artists release.

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On The Beam

(Continued from Page 1)

to sue the committee for misrepresentation. He claims he heard Jack Fine calling "Who's for Gin or Rum", he held up his hand, and before he knew it he was involved in a card game.

RKO is back in high gear after a short lull. A new employment high for the year was reached at the Gower St. plant last week with 1,260 persons at work, with five pictures in production. The five consist of four RKO films, "The Conqueror", "Americano", "Cattle Queen of Montana" and "Passion", and the independent production, "Carmen Jones", for which studio space has been rented. In the meantime, RKO's latest release, "Susan Slept Here" is piling up sensational grosses in early engagements, with RKO sales force talking about another "Moon Is Blue" gross for the Harriet Parsons' production.

Old Money-Bags Crosby, who has more eggs in more baskets than anyone else in the entertainment world, is now one of the principal shareholders of Universal Pictures, through his holdings in Decca Records, which controls Universal. Latest report from the SEC lists Decca as owning 715,585 shares of Universal stock, and Der Bingle owns a very sizeable slice of Decca. Incidentally, Decca shares hit a new high of 12½ last week.

The Heart Club of Montreal, which everyone is hoping is just the forerunner of a Variety Club tent for Montreal, held a special variety show at the Amherst Theatre on August 5th, in aid of little Andre Schrijvershof, a Dutch immigrant boy who lost both his legs in a tragic traffic accident. The show was a terrific success, with close to \$10,000 raised through ticket sales, donations and the souvenir program.

Trustees for the Montreal Heart Fund, which is dedicated to assisting children in need, are Raymond Allen, Frank Selke Sr. and Jules Dupre, with Raymond Allen and Jack Chisholm heading the Fund Raising Committee. Further information on the Show and the Montreal Heart Club appears elsewhere in this issue of The Digest.

Further to our comment in last week's column on the COMPO ads pointing up the difference between the Motion Picture Industry and Television, is a report from the U.S., which states that a preliminary study of a survey of newspaper advertising rates, conducted by the Theatre Owners of America has disclosed that 89% of American

newspapers with a circulation of over a quarter of a million, charge higher rates for theatre advertising, than they do for local merchants' advertising. The same situation exists in Canada, according to Clare Appel of the CMPDA. Old argument of the newspapers that the higher rate was justified by having an exclusive Amusement Page, has been nullified by the newspapers themselves, who now accept any ads for the so-called Amusement Page.

Columbia Pictures are definitely "On The Beam" at the Venice International Film Festival with two out of the five U.S. entries. Columbia's two are "Caine Mutiny" and "On the Waterfront". Other Hollywood entries are "Executive Suite" (MGM), "Three Coins in the Fountain" (20th-Fox) and "Rear Window" (Para.).

No More Hip-Swinging By Usherettes

"Feminine" usherettes, the type that floats down the aisle like a model showing a dress, constitutes a new look at the Fox Theatres in Denver, Colorado.

On the theory that the customers are tired of being marched to their seats by a hip-swinging, gum-chewing gal with a careless flashlight, the circuit has entrusted all 60 of its usherettes to a local charm school.

The course, which has garnered plenty of publicity in the local areas, is the brainchild of Paul Lyday, the chain's ad-pub director, who says the whole thing could lead to a new approach to usherette training nationally. At any rate, he reports, his girls are only half-way through the course and the improvement is already obvious.

Monsarrat Sea Story From Ealing Studios

A Nicholas Monsarrat story is to be filmed in Great Britain this year, by Ealing Studios, which turned out "The Cruel Sea."

The Ealing film "Ship That Died Of Shame," will be Basil Dearden's 21st directorial chore for the company. He will again team with producer Michael Relph. John Whiting is collaborating on the screenplay and the film is expected to start rolling in September. Dearden is currently directing "Out Of Clouds" for Ealing, which stars Anthony Steel.

Pioneer Golf Tournament Winners

N. A. TAYLOR TROPHY

Winning Foursome Low Gross — Projectionists Local 173 — Total strokes 330.

Winners—F. Cox, F. Cross, A. Byford, A. Pura.

Runners Up — J.A.R.O. (Distributing Co.)—Total strokes 346.

Winners—S. Hanson, D. Carman, T. Knight, I. Stern.

FAMOUS PLAYERS

CANADIAN TROPHY

Individual Low Gross "A" Flight, Handicap 1 to 16 incl.

Winner—F. Cross; 1st Runner up —B. Herman; 2nd Runner up—P. Myers.

PROJECTIONISTS LOCAL NO. 173 TROPHY

Individual Low Gross "B" Flight, Handicap 17 to 27 incl.

Winner — Gurston Allen; 1st Runner up—Dawson Exley; 2nd Runner up—Monty Beder.

20th CENTURY TREATRES TROPHY

Individual Low Gross "C" Flight, Handicap 28 to 36 incl.

Winner — Bill Freedman; 1st Runner up—Michael Taylor; 2nd Runner up—Vic Beatty.

CANADIAN FILM WEEKLY TROPHY

Individual Low Net—18 Holes

Winner—G. Georgas; 1st Runner up—L. Axler; 2nd Runner up —T. Naylor.

TOM DALEY TROPHY

Bookers Only—Low Gross 18 Holes

Winner—S. Hanson; 1st Runner up—S. Sarick; 2nd Runner up—Z. Sheine.

Individual Low Gross—1st Nine Holes

Winner—A. Pura; Runner up—D. Carman.

Individual Low Gross—2nd Nine Holes

Winner — D. Romberg; Runner up—Martin Bloom.

Individual Low Net—1st Nine Holes

Winner — H. Weisman; Runner up—Earl Magee.

Individual Low Net—2nd Nine Holes

Winner — N. Georgas; Runner up—T. Forsyth.

Highest Score—1st Nine Holes Winner—D. Clarke.

Highest Score—2nd Nine Holes Winner—C. Godfrey.

AFFILIATED INDUSTRIES—THEATRE CONFECTIONS TROPHY

Individual Low Gross—18 Holes

Winner—C. Lynch; 1st Runner up—Bob Dale; 2nd Runner up—Monty Hall.

Ken Johnson

(Continued from Page 1)

Guinness, Pavlow, Wisdom and Joan Rice."

Johnson's series in The Telegram will begin on September 7th and exhibitors across Canada are advised to order copies of The Telegram for use in special theatre lobby displays, and as a source of information to local movie reviewers and radio commentators.

The Digest, as a service to Canadian Exhibitors will present excerpts and special material based on Mr. Johnson's trip to England, EXCLUSIVE.

The pattern of cooperation between Canadian newspapers and our industry has developed along three main lines. In the past year or two the major dailies have begun to carry special Hollywood columnists as well as sending local movie critics to jaunts to Hollywood and Britain. Deserving special mention are the trips of Alex Barris, Globe and Mail to Hollywood and Frank Morris, Winnipeg Free Press to Britain.

Newspaper coverage of important industry events as well as exploitation and promotion stunts has won top Showmanship Awards and Citations for Canadian Showmen. The recent newspaper breaks given to the tour of Ruta Lee, one of MGM's Seven Brides, would warm the cockles of showmen the world over. CinemaScope, VistaVision and Pola-Lite demonstrations earned and received off-the-movie-page coverage.

In Toronto all three dailies, The Star, Globe and Mail and The Telegram have sent their top executives to attend and cover Variety's Graduation Dinner, the Annual Variety Ball Game and the Canadian Picture Pioneers Award Dinner.

Finally, papers across the country have more and more turned to joint sponsorship of film promotion, the most outstanding of which was the Telegram-Loblaw's Pinocchio Party in Toronto, which attracted over 30,000 children at Maple Leaf Stadium and was tied in with the Pinocchio release.

The top product streaming from American and British studios and the new and now well established processes which have been introduced this year, combined with the showmanship of Canadian exhibitors, has started a new era in newspaper cooperation with our industry in Canada.

Bogart Sings

Paramount has Humphrey Bogart singing Christmas carols in their new comedy "We're No Angels."

Prizes Donated To Pioneers

Robt. Simpson Co., Canadian Film Weekly, Twinex, JARO, MPTAO, Canadian Theatre Chair, National Theatres, B & F. F.P.C.C., Odeon Theatres, Royal Bank, Empire-Universal, Imperial Bank, M.G.M., St. Andrews Golf Club, Toronto Telegram, General Films, I.F.D., David Ongley, Tops Restaurant, Barnes-Davidson, Ben Ulster. Mavety Delivery Service, Adfilms Ltd., A.S.N., Sovereign Films, Can. Automatic Confs., United Artists, Astral Films, Cardinal Films, Columbia Pictures, H. M. Masters, Paramount Pictures, Premier Operating, Theatre Posters, Allied Theatres, Independent Theatres, Bank of Nova Scotia. Ed Provan, Sainthill-Levine, General Theatre Supply, Grand & Toy, Oriole Park Fairways, Shopsy's, Northern Electric, Hillcrest Motors, George E. Shnier Co., York Confections, Perkins Electric, Revere Electric, H. M. Barnett, Pepsi-Cola Co. Polarmat, Calvert Distillers, Super-Pufft, Johnny Shapiro, Maple Leaf Press, T.C.L., Brown's Sport & Cycle, Biltmore Theatres, Ben Granatstein, Seagram's Distillers, Ford Drugs, Disney Stores, Can. Premium Distributors, London Luggage, Maple Leaf Ball Club, Pictorial Display, Regent Press, Silverwoods, Eveready Printers.

Wm. Mara Co., J. L. Francis Co., Hiram Walker Ltd., Gooderham & Worts, Photo Engravers, Frank Kavanaugh, Foto-Nite, Danforth Wines, Labatt's, O'Keefe's, General Distributors, Clayman Cleaners, Bradey-Draimin, Birks, Bond Desk Co., Dave Gordon, Walter E. Jaques & Son, Sam Vinsen, L. R. Greene, Peerless Films, Borden's, Wm. Neilson Ltd., Rowntrees Ltd., Walter M. Lowney, Moir's, Planters, Coca-Cola, Crosstown Motors, Continental Can, Alliance Films, Dominion Sound, Cole's Sporting Goods, Lesleyann Cosmetics, Superior Press.

Keep Your Eyes On

KEN JOHNSON

Ken Johnson, Fun Fare columnist for The Toronto Telegram, estimates his movie viewing career as only a mite shorter than his newspaper career.

He was born in Peterborough, Ont., of a family long associated with the printing trades in England. He saw his first movie at the age of three in a little upstairs theatre in Port Hope.

"It was a Krazy Kat cartoon," he says. "I remember seeing Krazy Kat pluck the crescent moon out of the sky, peel it like a banana and eat it. I cried a little. I was much more of a sentimentalist in those days."

Educated in Owen Sound, Johnson started his newspaper career there on The Sun-Times. Two years later he moved to The Windsor Daily Star, where he concentrated on sports but found time to write a few theatre reviews. He later moved to The Canadian Press in Toronto, shortly going to The Telegram in January, 1949.

He worked as sports department desk man and make-up man, was briefly on the city desk, then took over The Telegram's Fun Fare column in February, 1953.

Across the Country

Toronto and District

The talk of Hamilton was the personal stunt put across by Manager Nick Langston of the Capitol, winner of the 1954 Canadian Odeon showmanship drive, his personal appearance as a man of means forming extraordinary exploitation for "Man With a Million."

Borrowing a \$6,800 Cadillac and decking himself out in formal attire including a top hat, Langston made an extensive shopping tour with a \$1,000 banknote, also borrowed. His experiences were many and varied, all leading to exceptional publicity. Once he thought he was "out" the \$1,000 when a cafe cashier dashed from view but Nick's qualms were calmed when she returned with the explanation she could not get the \$999.80 change for his 20c purchase.

Greater Toronto got its 16th CinemaScope when the new technique was introduced with the showing of "The Robe" at the Capitol Theatre, New Toronto, a 1,042-seat unit of Premier Theatres. Ottawa has its third CinemaScope installation at the Nelson of 20th Century Theatres, the others being the Capitol and Odeon Theatres.

Gerald Brown, who operates the Brockville Drive-In, figured in the sport news with the announcement he had signed to coach the Galt team in the Ontario Hockey Association during the coming season. Last winter he was the pilot of the Quebec City Aces and previously had directed the Oshawa Generals. He keeps busy winter and summer.

The date of Aug. 20 has been set for the ceremony to mark the completion of the \$250,000 improvements to the Famous Players' Tivoli Theatre in Hamilton where the big project got under way last May without interruption to shows. Everything from marquee to back wall has been improved.

The Tivoli was the first in Hamilton to have "Talkies" and it had an installation of CinemaScope this year. Don E. Edwards, formerly of the Toronto Nortown, took over the management last month following the promotion of Jim McDonough to district manager at Halifax.

Prairies

The Bienfait, Sask., branch of the Canadian Legion has installed 100 seats in the Legion theatre. The seats were bought from Charles Doerr who recently acquired the theatre at Melita, Man., and is making extensive changes, including new seating.

Newly-opened drive-in at Calgary is the 17th Avenue Drive-in Theatre, operated by W. V. Cole and L. L. Jones. Theatre, with accommodation for 500 cars, boasts the largest outdoor screen in Calgary and one of the largest in Canada. It has CinemaScope facilities, a cafeteria-style snack bar and a glass-enclosed projection room.

Owned by Mike Pluhator and Sons, a new 300-car drive-in has been opened at Wadena, Sask. The screen tower is adjustable and can be lowered for the winter season or for repairs. The screen can be raised or lowered by means of a winch and cable device.

Vancouver

"Mrs. MIKE" is dead. The life of the motherly philosophical Vancouver lady who was known all over America because of the best-seller and the movie "Mrs. Mike", ended in Calgary, in her 73rd year. She was better known as Katherine Mary Flannigan, who married Sergeant Mike Flannigan of the Royal North West Mounted Police in 1903. She died after a short illness in Calgary.

Newsreel and TV cameramen had a field day in Vancouver shooting the British Empire Games events for world-wide coverage. There were 35 cameramen covering the games and the visit of the Duke of Edinburgh here to see the Commonwealth races and swimming events. Cameramen came from England, South Africa, Australia and the U.S. Ticket sales for the games reached \$385,000.

(Continued on Page 6)

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

JAY L. SMITH
Editor-in-Chief
MAX CHIC
Associate Editor

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WILL McLAUGHLIN..... Ottawa, Ont.
BILL PRESS..... Toronto, Ont.
HELEN CROWLEY..... St. John, N.B.

Heart Club

(Continued from Page 1)

crewman of Toronto's Tent; the committee who organized the gala affair and the title chosen "Heart Club of Montreal" confirmed the year-long efforts in Montreal to launch a new Variety Tent.

Newspaper publicity referred to the benefit night, "as the forerunner of a local branch of Variety." The Heart Club committee which reads like a Who's Who of Montreal showbusiness follows:

THE HEART CLUB COMMITTEES—TRUSTEES: Frank Selke Sr., Jules Dupre, and Raymond Allen.

PUBLICITY: Howard Huston, Bruce Taylor, Bud Hall, Bob Johnston, Clary Booth, Bill White, David Bier, Tom Cleary.

TICKET SELLING: Bill Lester, Bill Devault, Bill Murray W. Elman.

STAGE SHOW: Gerry Chernoff, Tom Blythe, Gerald Soetermans, Fred Weisman, Allan MacIver, A. Gagnon.

PROGRAMME: Oscar Richards, Norman Rea, George Rance, M. J. Isman, David Goodman.

SPORTS: Frank Selke Sr., Jacques Plante, Butch Bouchard, Gerry McNeil, Jean Beliveau, Doug Harvey, Boom Boom Geoffrion, Red O'Quinn and Virgil Wagner.

Duel

(Continued from Page 1)

ization, and N. A. Taylor, head of IFD, last January, but could not become operative until "Duel" was re-released in the United States. According to New York the deal is for the one picture only, and no arrangements have been made for the other Selznick pictures now being put into re-release in the U.S. "Duel in the Sun" was originally released in Canada by the Selznick Releasing Organization, and subsequently by Selznick-Alliance Releasing Organization.



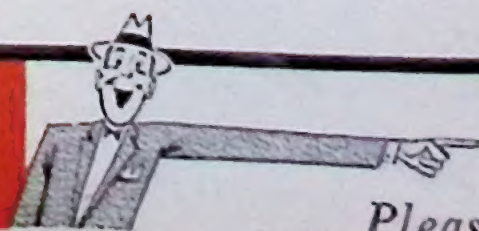
3rd Annual Canadian Picture Pioneers Golf Tournament

Top left: N. A. Taylor. Top right: The winners of the N. A. Trophy (F. Cox, F. Cross, A. Byford and A. Puro) with Mr. Taylor. To their left, Bill Freedman who won the 20th Century Theatres Trophy. In the centre left to right: Jack Fitzgibbons presenting the Theatre Confections Trophy to C. Lynch with Mr. Taylor in the center; Fred Cross, winner of the Famous Players Canadian Trophy; Joe Paul, who was the oldest golfer and Tom Daley presenting his Trophy to winner S. Henson. On the bottom the head table: Dan Krendel, Oscar Hanson, Chris Schner, Morris Stein, Peter Myers, Rube Bolsted, Nat Taylor, Dave Grisdorf, Tom Daley, Arch Jolley and Ben Goldsaler.

*the
exhibitors
of
America
wrote
this
ad*

ABOUT.....

20th CENTURY-FOX'S DEMONSTRATIONS OF
THE ADVANCING TECHNIQUES
of
CINEMASCOPE



Please turn...

they saw SCENES FROM

DARRYL F. ZANUCK'S

THE EGYPTIAN

Color by DELUXE

IN CINEMASCOPE

JEAN SIMMONS · VICTOR MATURE · GENE TIERNEY
MICHAEL WILDING · BELLA DARVI · PETER USTINOV
and EDMUND PURDOM as The Egyptian



they said:

"Excellent! I enjoyed it very much."

—Sam Fingold, National Theatres, Toronto

"Fox deserves a lot of credit. Terrific improvement. Clear screen. Good detail. No blurring."

—Mr. Ben Okun, Biltmore Theatres, Toronto

"Something was definitely needed and I think this will solve the problem."

—Mr. Lou Consky, Molou, Haliburton; Fenelon, Fenelon Falls; Beaver, Minden; Champlain, Mattawa

"Panoramic scenes simply magnificent."

—Mrs. Yvonne Taylor, International Cinema and Towne Theatres, Toronto

"Baffling! Exciting! Tops in entertainment. Magnificent! A real rest from Television!"

—Mr. Jack Brockey, T. Eaton (Canada) Ltd.

"Very good. CinemaScope has definitely improved!"

—Mr. Jack Merlina, Uptown Theatre

"Very, very inspiring."

—W. Lester, United Amusements

"Best moving pictures produced."

—B. C. Salamis, Fairlyland, Montreal & Esterel, Ste. Marguerite, Que.

"Superior to previous CinemaScope — definitely more depth in background — sound improved."

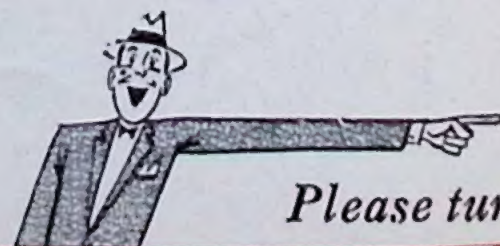
—Geo. Champagne, Auditorium, Cartier, Roxy, Shawinigan Falls, Que.

"The tops of the Industry. Nothing can equal CinemaScope."

—G. T. Robert, Capitol Theatre, Three Rivers

"The most wonderful thing I have seen in my life."

—Ernest Ouimet, Motion Picture Pioneer



Please turn...

they saw

SCENES FROM

WOMAN'S WORLD

IN
CINEMASCOPE

Print by TECHNICOLOR

CLIFTON WEBB · JUNE ALLYSON · VAN HEFLIN · LAUREN BACALL

FRED MacMURRAY · ARLENE DAHL · CORNEL WILDE

Produced by CHARLES BRACKETT



they said:

"Tremendous. Theatre business has a lot to be thankful for in production of this type."

—Bob Shackleford, Lethbridge, Alta.

"Congratulations, for the wonderful demonstration of New Show Business."

—J. L. Murphy, Mossbank-Eastend, Sask.

"Most natural photography. Great improvement. Impressed by Mr. Zanuck's definition. Also impressed by the background being as much in focus as the characters in the foreground."

—J. Luncholm, Swift Current, Sask.

"I think it is a great improvement from what we had seen before. I really enjoyed the demonstration and figure it is something each exhibitor should take very serious consideration of, and have their theatres equipped to show CinemaScope pictures."

—W. Welykholowa, Capitol Theatre, Kamsack, Sask.

"Very good! The sound is better than before. The picture in itself is sharper and I hope I can have this in my theatre soon."

—N. Cantin, Grand Theatre, McCreary, Man.

"It is absolutely wonderful. Motion Pictures are really starting to grow up. If we can keep advancing our techniques like this — we don't have to worry about TV."

—D. Rothstein, Rothstein Circuit

"After this morning's demonstration and seeing 20th Century-Fox plans for forthcoming productions, there is no doubt in my mind as to the future of this business."

—Harold Bishop, Manitoba Div. Mgr. Famous Players

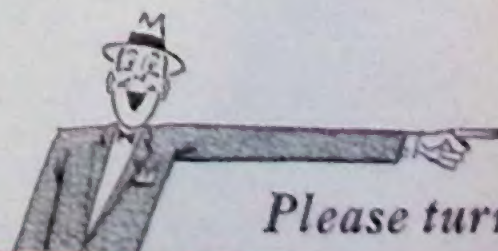
"Very, very exceptional. What I appreciated most is the fact that it is possible to take this to the smaller centres and present it to our people to the same extent they would have in New York, Toronto, and larger places. There is no question that it is a great advance."

—P. W. Mahon, Prince Albert, Sask.

"By far the finest CinemaScope showing. Very clear and the good stories impressed me."

—Joe Brager,
Crescent Theatre, Calgary

Don't short-change
your patrons!
Give them
CINEMASCOPE
at its best...
4-TRACK MAGNETIC
STEREOPHONIC SOUND
for best boxoffice results!



Please turn...

they saw THEIR FUTURE... WITH THE MOST IMPOSING ROSTER OF PROPERTIES EVER ASSEMBLED BY A MOTION PICTURE COMPANY!

BROKEN LANCE Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado • **THERE'S NO BUSINESS LIKE SHOW BUSINESS** Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor • **DESIREE** Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie and Cameron Mitchell • **A MAN CALLED PETER** • **LORD VANITY** Samuel Shellabarger's finest novel • **DADDY LONG LEGS** Fred Astaire and Leslie Caron • **PRINCE OF PLAYERS** Richard Burton as Edwin Booth • **THE RACERS** Kirk Douglas and Gilbert Roland • **THE LEFT HAND OF GOD** • **SIR WALTER RALEIGH** • **BLACK WIDOW** Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner • **THE GUN AND THE CROSS** • **THE ENCHANTED CUP** • **THE QUEEN OF SHEBA** • **KATHERINE** • **THE GIRL IN THE RED VELVET SWING** • **JEWEL OF BENGAL** James Stewart • **TIGRERO!** • **THE WANDERING JEW** • **PINK TIGHTS** Sheree North • **THE MAN WHO NEVER WAS** • **SABER TOOTH** • **THE TALL MEN** Clark Gable • **ALEXANDER THE GREAT** produced by Frank Ross • **THE IRON HORSE** • **THE SEVEN YEAR ITCH** Marilyn Monroe • **THE KING AND I** by Rodgers and Hammerstein • **THE GREATEST STORY EVER TOLD** The Greatest Life Ever Lived as told by Fulton Oursler

they said:

"I was very much impressed and I would say without question that CinemaScope is the shot in the arm that the industry needs."

—Joe Lieberman, B & L Circuit, Saint John, N.B.

"It was very good. I think there is a big improvement over first CinemaScope pictures."

—L. Sprague, Gaiety Theatre, Lancaster, N.B.

"It is much better than the first time I saw it. I was very much impressed with it. Very good indeed."

—H. Goudey, Capitol Theatre, Summerside, P.E.I.

"It was very, very nice. I think it is a very big improvement over the old type film. What impressed me most was the depth. The potential box-office is very great. A wonderful program."

—Fred Gregor, Paramount and Majestic, New Waterford, N.S.

"It was very good indeed. I think it is a great improvement."

—M. Ellman, B & L Circuit, Saint John, N.B.

"I was very much impressed by this showing. Certainly the new lenses have given a finer picture. I enjoyed it very much, and so did my partner, Mr. Philip Barkhouse."

—R. Hazel, Port Hawkesbury, N.S.

"I wish I had it in my theatre. A wonderful transformation from the old to the new."

—Sam Tyler, Rivoli Theatre, Stonewall, Man.



Ontario Prepares For Railway Strike

Mavety Film Delivery will make special deliveries to the following points in addition to their regularly serviced accounts:

CAPITOL THEATRE — CHATHAM

Distributing centre for:

W Wallaceburg
Sarnia
Bathwell
Petroli
Blenheim
Forest
West Lorne
Ridgeway
Dresden
Ochtham Drive-In
AVON THEATRE — STRATFORD

Distributing centre for:

Elstowell
Elmira
Grand Bend
Clinton
Mitchell
St. Mary's
Goderich
Seaford
Exeter
New Hamburg
Centralia Air Station
Clinton Air Station
Lashmar Drive-In
Sunset Drive-In
Lashmar Drive-In
ROXY THEATRE — MT. FOREST

Distributing centre for:

Fergus
Harriston
Hanover
Pomerston
Owen Sound
Walkerton
Chesley
Southampton
Port Elgin
Wierion
Durham
Wingham
Orangeville
Hanover Drive-In
Harriston Drive-In
Orangeville Drive-In
Owen Sound Drive-In
Port Elgin Drive-In
CAPITOL THEATRE — KINGSTON

Distributing centre for:

All Kingston Theatres and Gananoque
GENEVA THEATRE — ORILLIA
Distributing centre for:
Beaverton
Cannington
Orillia Drive-In
Port Drive-In
GRANADA THEATRE — BARRIE

Distributing centre for:

Meaford
Collingwood
Wasaga Beach
Midland
Penetang
Kincardine
Alliston
Huron Drive-In
Wasaga Drive-In
Elmvale Drive-In
Midland Drive-In
MUSKOKA THEATRE — GRAVENHURST

Distributing centre for:

Burks Falls
Parry Sound
Port Carling
Huntsville
Sundridge
Bracebridge
Muskoka Drive-In
Parry Sound Drive-In
MORRISBURG THEATRE — MORRISBURG
Distributing centre for:
Cardinal
Cornwall
Prescott
Cornwall Drive-In
Sterlite Drive-In
McCARTHY THEATRE — BELLEVILLE

Distributing centre for:

Tweed
Pictou
Stirling
Madoc
Campbellford
Marmora
CAPITOL THEATRE — NORTH BAY
Distributing centre for:
Esplanade
Massey
Little Current

Gore Bay
Sudbury
Capreol
Levack
Creighton Mines
Sturgeon Falls
Chelmsford
Mattawa
South River
Powassan
North Bay Drive-In
Sudbury Drive-In

STRAND THEATRE — SIMCOE

Distributing centre for:

Port Dover
Port Rowan
Waterford
Skylark Drive-In
PATRICIA THEATRE — LONDON

Distributing centre for:

Strathroy
Watford
Parkhill
Glencoe
Port Stanley
AIR EXPRESS
Sault Ste. Marie
Thessalon
Blind River
Chapleau
Soo Drive-In
Skylark Drive-In

Strand Theatre — Port Colborne
Distributing centre for:
Dunnville
ODEON THEATRE — PETERBORO
Distributing centre for:
Lindsay
Haliburton
Minden
Fenelon Falls
Bancroft
Lindsay Drive-In
Peterboro Drive-In

CAPITOL THEATRE — OTTAWA

Distributing centre for:

Hawkesbury
Carleton Place
Almonte
Arnprior
Renfrew
Pembroke
Deep River
Perth
Smiths Falls
Alexandria
Alfred
Kemptville
Eganville
Barry's Bay

Community
Capitol
Audion
Rio
Rio
Odeon
Plaza
Champlain
Fox
Rio
North Bay
Sudbury

Arnprior Drive-In
Belvue Drive-In
Pembroke Drive-In
Port Elmsley Drive-In
Renfrew Drive-In
Hiway Drive-In

Arnprior
Hawkesbury
Pembroke
Port Elmsley
Renfrew
Renfrew

CAPITOL THEATRE — WINDSOR

Distributing centre for:

Harrow
Amherstburg
Essex
Tecumseh
Kingsville
Leamington
St. Clair Drive-In
Windsor Drive-In
Skyway Drive-In

Haro
Liberty
Rio
Rex
Roxie
Vogue
St. Clair Village
Windsor
Windsor

TO BE SHIPPED VIA TRUCK TRANSPORT FROM TORONTO:

*Hearst
*Kapuskasing
*Smooth Rock
*Cochrane
*Timmins
*Kirkland Lake
*Virginiatown
*Larder Lake
*Englehart
*Ansonville
*New Liskeard
*South Porcupine
*Cobalt
*Hollybury
*Matachewan
(drop off at New Liskeard)
*Copper Cliff Drive-In
*Porcupine Drive-In

Royal
Strand
Trinity Center
Empire
Cartier
Strand
Strand
Capitol
Palace
Empire
Empire
South
Classic
Strand
Palace
Copper Cliff
Timmins

A Star Is Born

The world premiere of Warner Brothers' "A Star Is Born" co-starring Judy Garland and James Mason and filmed in Cinema-Scope and Technicolor, will take place on Thursday, Sept. 30, at the RKO Pantages Theatre in Hollywood.

The opening will be followed shortly thereafter by a simultaneous engagement of the offering in two New York theatres, to be named at a later date.

Across the Country

(Continued from Page 3)

Two new drive-ins opened in British Columbia last week. The Fernie at Fernie in the Crows Nest Pass, geared for 400 cars, operated by L. D. Lynch and the Prince George in Northern B.C., headed by Herb Stevenson of North-West Theatres Ltd., with accommodation for 500 cars.

Harvey Hunt, Odeon's head booker and buyer, is in Vancouver for a ten-day visit from his Toronto headquarters.

"Living it Up", Paramount, at the Orpheum Vancouver, was the best in town, doing away above average. It holds for a second week at the 3,000-seat house.

"The Kidnappers" after a 14-week record engagement at the Odeon-Dunbar, Vancouver, made way for "Man With a Million" which is expected to have a long run at the Dunbar. Bob Lightstone, B.C. Paramount manager, is in high gear for that company's 40th Anniversary Sales Drive.

The three Western offices at Vancouver, Winnipeg and Calgary of JARO were in the top brackets in the recently completed Sales Drive. Frank Scott, Calgary manager, was the winner.

Paramount's First In VistaVision

A sweeping change in the technique of motion picture presentation which will be of great importance to the movie-going public through its ability to portray startlingly realistic and life-like visual entertainment, is promised for early this Fall, when Irving Berlin's "White Christmas," first picture ever produced in VistaVision, will have its world premiere at the Radio City Music Hall. Announcement that contracts had been signed for the world premiere were made jointly by Russell V. Downing, president of the Music Hall, and Barney Balaban, president of Paramount Pictures Corporation, producers of "White Christmas."

Vistavision is a production and presentation process which accomplishes reality on a screen of spectacular height and breadth with the most startling clarity ever attained.

Strike Depots

(Continued from Page 1)

the Exchanges to supply two programs per week only. Those theatres making three changes a week and which are not regular users of the Mavety Film Delivery Service, will have to pick up their own film at the Exchanges and these theatres will be responsible for the return of all film to the Exchange.

"Everything possible has been done to service theatres in isolated locations.

"All theatres being serviced from film depots will be required to return all film to the depot. Each exhibitor must sign a duplicate form at the depot so that there is evidence of the return of the film to the depot. The original of this form should be signed by the man in charge of the film depot.

"All theatres within a radius of approximately fifty miles of Toronto, will be expected to pick up their programs and return all films to Toronto Exchanges.

"It is our understanding that a small service charge will be placed on each film shipment to pay for the necessary labour that must be employed at busy depots.

"The Toronto Film Board assures all theatres that film shipments will be made as far in advance as is feasible in order to make allowances for possible delays in transportation.

"This is an emergency . . . If a strike takes place, let's all co-operate to share the burden so that a few won't have all the headaches."

Clare J. Appel, Toronto Film Board, Arch H. Jolley, Motion Picture Theatres Assoc. of Ontario.

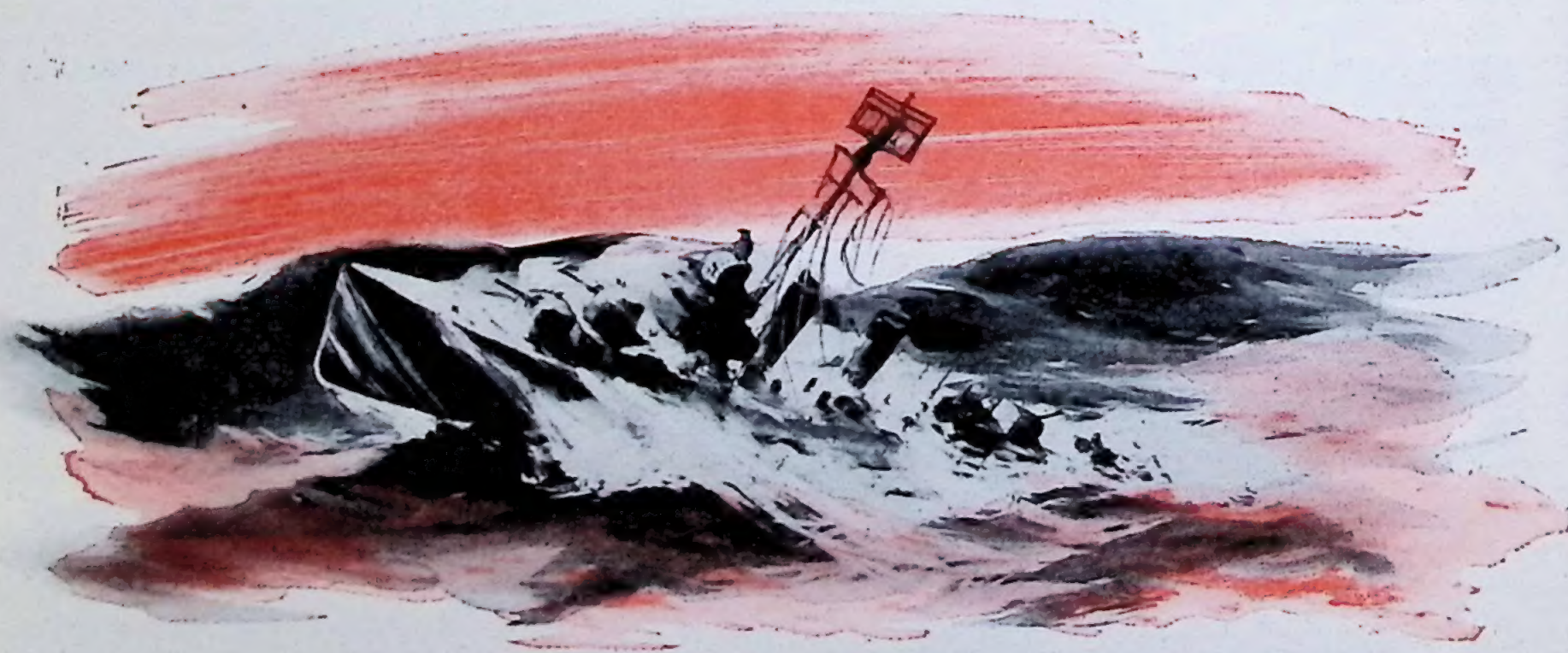
H. A. Daylon

President, Twinex Century Theatres Corp. Ltd., says:

"THE CAINE MUTINY

again proves that high-quality entertainment content
transcends medium of presentation. This
has all the indications of being
A Top Grosser."

THE CAINE MUTINY



STARRING

Humphrey Bogart - Jose Ferrer
Van Johnson - Fred MacMurray

and Introducing
ROBERT FRANCIS - MAY WYNN COLOR BY **TECHNICOLOR**

Screen Play by STANLEY ROBERTS - Based upon the Pulitzer prize winning novel by HERMAN WOUK
Directed by EDWARD DMYTRYK - A COLUMBIA PICTURE - A STANLEY KRAMER PROD.

★

Dore Schary Announces 27 Top Films From MGM For '55

MGM will produce a minimum of 27 important motion pictures during the next twelve months, Dore Schary, studio head, announced last week.

Eight of the new pictures will go before the cameras within the next sixty days, continuing the accelerated production pace maintained since April, during which time nine films were started.

With a total of 52 story properties in completed script form or various stages of writing, MGM's long-range production planning assures a steady flow of production, with the company working two years ahead.

Among this group of projects, it was pointed out, are stage plays and best-sellers or potential best-seller novels considered the most important acquired by the studio in recent years.

Stage plays include the two current top Broadway successes, "Tea And Sympathy" and "The Tea House Of The August Moon,"

while a third, "The Tender Trap," is scheduled for fall opening in New York.

Among recently purchased novels are "Mary Anne," now first on the best seller list, "The Cobweb," "The Female," "Bhowani Junction," "Charlemagne," "Blackboard Jungle," "Digby," and "The Power And The Prize."

4 From Columbia

Columbia announced an imposing array of product to go before the cameras shortly. Included are "Sons and Lovers"; "Dead Pigeon"; Van Johnson and Deborah Kerr starrer, "The End Of The Affair," and the Technicolor musical "Exactly Like You."

Leslie Caron Stars Again For MGM

Leslie Caron will go Bohemian in her next picture, Metro-Goldwyn-Mayer has announced. The French star has been assigned a starring role in "Latin Quarter."

Arthur Freed, the producer, is said to have been working on "Latin Quarter" for some time. He plans to begin shooting as soon as the ballerina finishes her next picture, "Daddy Long-legs," on loan-out to Fox. She recently completed Metro's "The Glass Slipper."

"Rear Window"

"Rear Window," Alfred Hitchcock's suspense drama, which opened last week at the Rivoli Theatre, New York, grossed in excess of \$45,000 during the first four days of the engagement, the management reports. A gross of \$75,000 is expected for the first week, which would place the Paramount film among the top four attractions to play the 37-year-old theatre.

Michael Kidd For "Guys And Dolls"

Michael Kidd, who created and staged the musical numbers for "Guys and Dolls," will repeat the assignment for Samuel Goldwyn's film version of the hit play.

Mr. Kidd was choreographer of MGM's "Seven Brides for Seven Brothers." He is represented on Broadway in "Can-Can," which 20th-Fox has just bought.

In addition to the Cole Porter show. Mr. Kidd's work was seen in "Finian's Rainbow." His film credits also include Paramount's "Knock On Wood."

He will report to Mr. Goldwyn after his acting debut in the film "It's Always Fair Weather." The Metro musical will be his first acting part and his first dancing effort since he left the Ballet Theatre Company.

Joseph L. Mankiewicz is writing the screen play and will direct "Guys and Dolls."

Western Exhibitors Turn Out For 20th-Fox's CinemaScope Demonstration At Winnipeg And Calgary



Front Row: E. Kendall, Morden, Man.; M. Melnyk, Fisher Branch, Man.; W. Welkyholowa, Kamsack, Sask.; A. Smith, booker, 20th Century-Fox; Mr. M. Gorenstein, Lockport, Man.; Geo. Dowbiggin, Famous Players Booker.

Second Row: J. Cooke, Whitewood, Sask.; Dale Armstrong, Whitewood, Sask.; F. Pflugg, Broadview, Sask.; A. Laubenstein, Salesman, 20th Century-Fox; Miss Anne Henry, Movie-critic, Winnipeg Tribune; Peter S. Myers; M. Tiller, Dominion Theatre, Winnipeg; M. Dalseg, Sioux Lookout, Ont.; R. Gabrielle, Virden, Man.

Third Row: N. Cantin, McCreary, Man.; Joe H. Huber; D. Girouard, Somerset, Man.; S. Tyler, Stonewall, Man.



L. to R.: Nate Rothstein, Rothstein Theatres; P. W. Mahon, Prince Albert, Sask.; J. Ferguson, Famous Players Western Div. Manager; Harold Bishop, Famous Players District Manager; Dave Rothstein; Arthur Silverstone; Joe H. Huber.

MGM Starlet Visits Toronto



L. to R. Bob Cringan; Peter Myers; Bob Shackelford, Lethbridge; Mrs. Shackelford; Paul Cardell, Calgary; Arthur Silverstone; Doug. Shackelford, Lethbridge.



Norma Deggett, one of MGM's Seven Brides poses with Metro's headoffice staff. Mr. H. Cass, MGM's Canadian General Manager and Miss Deggett are in the centre.

Perspecta Sound Demonstration Loew's Uptown Toronto, Aug. 26

To bring the dramatic realism of stereophonic sound with minimum cost in theatre equipment . . . to assure easy and compatible installation . . . to eliminate the need of special service and projection techniques . . . C. Robert Fine, of Fine Sound Inc., conceived the idea for a sound system that we now know as Perspecta Stereophonic Sound.

The first demonstration in Canada, of this new sound system, already adopted by MGM, Paramount and Warner's, will take place on August 26, at the Loew's, Uptown, Toronto, at 9.30 A.M.

Arthur Loew recognized the tremendous merit in Fine's idea because it solved the problems of the exhibitor, distributor and producer, with a compatible sound track . . . it was an idea on which the industry could standardize.

For twenty years, Fairchild Recording Equipment Company had been engineering and manufacturing professional-type sound equipment. They had worked with Fine on other developments and with him now are producing the Fairchild Perspecta Stereophonic Sound Integrator.

The idea on which Perspecta Stereophonic Sound operates is amazingly simple. The sound track is identical to the optical sound track that the exhibitor has been using for many years—with the exception that three low-level, low-frequency tones are mixed on the sound track with the speech and music! The continuously varying amplitude of these tones, which can be 'heard' only by the Integrator, act as controls to smoothly vary the volume of each of the three speakers for true stereophonic effect.

When played through a standard, single channel optical sound system, these tones are inaudible. Because of this, the Perspecta release print will play as single sound in any theatre in the world. However, the same Perspecta release print will produce stereophonic sound in a theatre equipped with the Fairchild Perspecta Integrator and multiple speakers and amplifiers.

In a theatre equipped for single channel sound: To equip a theatre for Perspecta Stereophonic Sound, an exhibitor needs only a multiple gang fader, power amplifiers and stage speakers in addition to the Fairchild Integrator. Additional wiring and conduit work on the front wall of his projection room are not required—nor are alterations made to the projection equipment. One Integrator serves all projectors in the booth! And a complete Perspecta Stereophonic

System installation can be made in a single day.

In a theatre equipped for magnetic track stereophonic sound; Here installation is even simpler! The only equipment needed is a transfer switch and the Fairchild Perspecta Stereophonic Sound Integrator.

New Lens Presented

The premiere trade demonstration at the Paramount Theatre, New York, of the new "Hilux Val" variable anamorphic lens received favorable comment by a cross-section of technicians, projectionists, exhibitors and supply dealers who saw the demonstration.

Scenes from Warner Bros. "Lucky Me" and MGM's "Knights of the Round Table" were used for the demonstration. The new anamorphic lens is manufactured by Projection Optics Company of Rochester. Fred Aufhauser, head of Projection Optics and his consulting engineer, John R. Miles, supervised the design of the lens.

The company calls the lens a modernization of the entire concept of variable anamorphic lenses. It is, according to Projection Optics spokesmen, equally effective for all systems, foolproof in operation, excellent in quality and reasonable in price.

114 Columbia Shorts

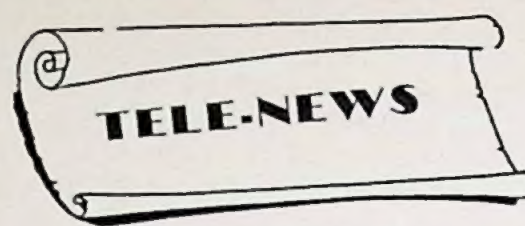
Columbia will launch its 1954-55 shorts subjects program in September with a schedule of 26 two-reelers, 84 single reels and four serials. The new program will be featured by the first CinemaScope entry from United Productions of America, which releases through Columbia. The C'Scope entry will be a "Mr. McGoo" short titled "When McGoo Flew."

Rose Tattoo

Italy's Anna Magnani has been signed for the lead in the film version of "Rose Tattoo," and is due to come to the U.S. in September. Hal Wallis will produce for a Paramount release.

Fight Film From UA

United Artists has acquired distribution rights to the film of the forthcoming fifteen-round heavyweight title match between Rocky Marciano and Ezzard Charles at the Yankee Stadium on Sept. 15.



HISTORY OF TV

(Continued from last week)

1920

Systems tested for projecting pictures by radio.

1923

Vladimir K. Zworykin filed an application for a patent on the first form of the modern television camera tube, the Iconoscope, still in wide use.

1924

Capt. Richard Ranger sent first facsimile picture from London to New York.

1925

Television experiments began in Japan.

1926

In England J. L. Baird devised half-tone pictures. . . . The stage of a Baltimore theatre collapsed under the weight of television equipment during a vaudeville show.

1927

Television by wire demonstrated between Washington and New York. . . . Television by radio tested between Whippany, N.J., and New York.

1928

Baird sent the first trans-Atlantic television picture. He also demonstrated the first crude systems of color and stereoscopic television.

General Electric televised first big news event — Al Smith's speech accepting Democratic nomination for the Presidency.

(Continued next week)

U-I Readies 13 Films Two In CinemaScope

With the wind-up this week of principal photography on "Return Of the Creature," 3-D production starring John Agar and Lori Nelson, Universal-International's cutting rooms will be jammed to capacity with 13 productions in various stages of editing.

This marks the largest number of films U-I has had in its cutting rooms at any time this year and is due largely to the studio's tremendous production spurt of a month ago when seven pictures were before the cameras simultaneously.

Ten of the U-I productions now being edited are in Technicolor, of which two also are in CinemaScope. In the latter category are "Sign of the Pagan," starring Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam, and "Chief Crazy Horse," starring Victor Mature, Suzan Ball and John Lund.

Free Film Data Available At Du Pont

A handy reference folder of technical data on professional motion picture films is available from Du Pont Company of Canada Limited. The data sheets are punched for use in standard three-ring notebooks and contain sensitive and processing information for Du Pont negative, sound recording, release positive, duplicating, and special purpose cine films. Copies can be obtained without charge from the company's Photo Products Section, P.O. Box 660, Montreal.

Warner Bros. Net Increases In 1954

Warner Bros. Pictures, Inc. (Incorporated 1953) and subsidiary companies report for the nine months ending May 29, 1954 a net profit of \$2,536,000 after provision of \$2,250,000 for federal taxes on income and after provision of \$300,000 for contingent liabilities. Included in the net profit for the nine months is a profit of \$772,000 from the sale of capital assets, before provision for federal taxes thereon. Film rentals, sales, etc., amounted to \$49,506,002. The net profit is equivalent to \$1.02 per share on the 2,474,337 shares of common stock outstanding or reserved for exchange at May 29, 1954.

For the corresponding nine months last year the operations of Warner Bros. Pictures, Inc. (1953) for the three months ending May 30, 1953 and of the old Warner Bros. Pictures Inc. for the six months ending February 28, 1953 (after eliminating net profit from domestic theatre operations), showed a combined net profit of \$2,129,000, after provision of \$3,034,000 for federal taxes on income and after provision of \$150,000 for contingent liabilities.

Pola-Lite

(Continued from Page 1)
U.S.) on TV.

Coming engagements in key cities will no doubt establish the value of this single print 3-D system. In Toronto, the Shea's will present 20th-Fox's "Gorilla At Large", August 27th. in the Pola-Lite System.

The announcement, that Pola-Lite will produce 3-D films, made at a demonstration in London, England, guarantees sufficient product for this system.

Robert Dimpfi, Pola-Lite's London representative, made the announcement of the planned production.

Chatter... That Could Matter!

By MAX CHIC

The Pioneer Golf Tournament was an obvious success despite Curly Posen's hole in two . . . its true, he lined up 8 witnesses . . . Lou Sobel, Shopsy promotion man kept everyone well fed, with over 600 fat juicy dogs going the way of all flesh . . . A Royal Chef grill that can be wheeled around and fired by charcoal was used by Sobel to grill the dogs . . . smart drive-in operators will investigate using the grill (for further information contact Mr. Sobel c/o Shopsywitz, 295 Spadina Ave., Toronto) to wheel around between cars during intermission.

More on the Pioneers . . . N. A. Taylor announced at the Tournament that a drive for \$25,000 for the Benevolent Fund was under way.

Charles Schlaiffer, president of the advertising agency bearing his name, is attending the International Congress of Mental Health in Toronto . . . Sam Glasier informs us that Schlaiffer's agency handle 20th-Fox . . . Canadian managers did well in Box-offices July Showmandiser citations . . . Olga Sharabura, Orpheum, Salt. Ste. Marie; T. Hetherington, Starlight Drive-in, Nelson, B.C.; Bob Harvey, Capitol, North Bay; T. Murray Lynch, Skyway, Moncton, N.B. and Nick Langston, Odeon, London, won awards.

Rumored but not confirmed . . . CBC bought the Carlton, Toronto . . . Bluebell, Toronto will make way for an extension of the Regent Park housing development.

A jewelry store, next to the Imperial, Toronto was held up last week . . . at the same time Manager Martin Simpson, Downtown, Toronto, a short block away, reported another robbery . . . 2 kids asked for two children's tickets worth 40c and ran away without paying . . . Talking about money, Jim Hardiman provided Globe and Mail columnist Bruce West with a live \$1000 bill and earned a full column on West's experiences as well as a plug for JARO's "Man With a Million".

The Event Of The Week . . . The final closing of IFD's "Hobson's Choice" at the International Cinema after a record 24 weeks . . . the reason for closing . . . the IC is being renovated. The film immediately moved over to the Towne Cinema, starting its 25th week in Toronto.

Broidy AA Producer

Allied Artists executive producer Walter Mirisch announced that an agreement has been finalized under which producer William F. Broidy will produce four pictures for the company this year, and has an option to make four more during the next 12 months.

The first picture will roll late this month with the others going before the cameras at the rate of one a month through October.

"Women's Prison"

Jan Sterling joins Ida Lupino in Bryan Foy's Columbia production "Women's Prison."

Astral

(Continued from Page 1)

released through U.A., the group was put into re-release a number of years ago through Harry Allen's Producers Releasing Corp. in Canada. New prints and advertising have been secured by Astral for the new release of the group, and double-bill of "The Westerner" and "Dead End" opens day-and-date in three Famous Players suburban houses in Toronto shortly.

"The Annapolis Story"

Walter Mirisch will personally direct the Allied Artist-Technicolor film "The Annapolis Story."



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL

Second week. Demetrius and the Gladiators (20th-Fox) CinemaScope and Technicolor with Victor Mature and Susan Hayward.

SHEA'S

Third week. Living It Up (Para.) Technicolor with Dean Martin and Jerry Lewis.

UNIVERSITY

Fourth week. Knock On Wood (Para.) Technicolor with Danny Kaye.

EGLINTON

Third week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

NORTOWN

Secret of the Incas (Para.) Technicolor with Charlton Heston and Robert Young.

ODEON

Man with a Million (JARO) Technicolor with Gregory Peck.

UPTOWN

Second week. Her Twelve Men (MGM) with Greer Garson and Robert Ryan.

LOEW'S

Fourth week. Gone With the Wind (MGM) Technicolor with Vivien Leigh.

HYLAND & CHRISTIE

Third week. The Maggie (JARO) with Paul Douglas.

TOWNE CINEMA

The Golden Coach (IFD) Technicolor with Anna Magnani.

DOWNTOWN

Gypsy Colt (MGM) and Desperado (AA).

MONTREAL

PALACE

Third week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

LOEW'S

Third week. Carnival Story (RKO) Technicolor with Anne Baxter and Steve Cochran.

PRINCESS

The Wild Ones (Col.) with Marlon Brando.

CAPITOL

Her Twelve Men (MGM) with Greer Garson and Robert Ryan.

IMPERIAL

The Robe (20th-Fox) CinemaScope and Technicolor with Richard Burton and Jean Simmons.

ORPHEUM

Second week. Heidi (U-A) and White Mane (U-A).

KENT

Nineteenth week. The Kidnappers (JARO) with Vincent Winter.

ALOUETTE

La Grande Horloge and Le Secret de Mayerling.

WINNIPEG

CAPITOL

Knock On Wood (Para.) Technicolor with Danny Kaye.

LYCEUM

Give a Girl a Break (MGM) Technicolor with Marge and Gower Champion.

MET

Second week. Living It Up (Para.) Technicolor with Dean Martin and Jerry Lewis.

ODEON

His Majesty O'Keefe (WB) Technicolor with Burt Lancaster.

GARRICK

The Boy From Oklahoma (WB) with Will Rogers, Jr.

GAIETY

Dial M for Murder (WB) WarnerColor with Ray Milland.

CALGARY

CAPITOL

3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

PALACE

Prisoner of War (MGM) starring Ronald Reagan.

UPTOWN

Johnny Guitar (E-U) with Joan Crawford.

GRAND

The High and the Mighty (WB) CinemaScope and WarnerColor with John Wayne and Claire Trevor.

STRAND

The Yellow Tomahawk (UA) and The Scarlet Spear (UA) Technicolor.

VANCOUVER

CAPITOL

The Student Prince (MGM) CinemaScope with Ann Blyth and Edmund Purdom.

ORPHEUM

Second week. Living It Up (Para.) Technicolor with Martin and Lewis.

STRAND

Dangerous Mission (RKO) with Victor Mature and The Saint's Girl Friday (RKO).

VOGUE

Garden of Evil (20th-Fox) CinemaScope and Technicolor with Gary Cooper and Susan Hayward.

PLAZA

Tanganyika (E-U) Technicolor with Van Heflin and Ruth Roman.

SAINT JOHN

STRAND

Garden of Evil (20th-Fox) CinemaScope and Technicolor with Gary Cooper and Susan Hayward.

CAPITOL

Secret of the Incas (Para.) Technicolor with Charlton Heston and Robert Young.

PARAMOUNT

The High and the Mighty (WB) WarnerColor and CinemaScope with John Wayne and Claire Trevor.

KENT

Red Mountain (Para.) Technicolor with Alan Ladd and Elizabeth Scott.



20th Century-Fox top cast Richard Todd for "A Man Called Peter," forthcoming CinemaScope production . . . Columbia's comedy, "Phffft," which is to be released in November, has an all-star cast of Kim Novak, Judy Holliday, Jack Lemon and Jack Carson . . . Warner's Technicolor film "Duel In The Jungle," starring Jeanne Crain, Dana Andrews and David Farrar opened at the New York Paramount.

It's CinemaScope and Technicolor for the forthcoming Hecht-Lancaster production of "The Gabriel Horn," for U-A, which goes into production Aug. 23 . . . Esther Williams rehearsing water spectacle for MGM's "Jupiter's Darling."

Goldstein

(Continued from Page 1)

Negotiations had been going on between the independent organization's officials and Arthur Krim, president of United Artists, since shortly after Mr. Goldstein's death had left the company's future in question.

United Artists will continue its original one-year agreement to release ten pictures. Two completed films, "Stranger on Horseback" and "Black Tuesday" are being readied for release.

Mr. Goldstein formed Leonard Goldstein Productions last April. He had contracted earlier to make ten films under a similar release agreement with Twentieth Century-Fox. The last of the Fox films, "White Feather," is being made in Mexico.

450-seat theatre

well located in town of 3,000. Modern projector and screen. In good repair.

Price \$35,000

Terms can be arranged.

Contact:

HARLAND RANKIN,
c/o O'BRIEN REALTY

128 Queen Street, Chatham, Ontario.

Drama and Comedy By

**Italy's Top Screen
Personality**

Vittorio de Sica

Another International Film
Award Winner by the pro-
ducer of "Bicycle Thief"
and "Shoe Shine".



DEATH

CAMP 119

co-starring
ALDO FABRIZZI



• *An Alliance Films Limited Release* •